



Read the instructions carefully!

First Graded assignment

1. **Background:** You and your friend have a small digital agency called PixelPerformance that specializes in creating websites for small businesses. You received the request for quotation (see page 2) from Ms Carrie Bean at Yummy Foods.
2. **Assignment:** Please write a proper **quotation** in polite English (neutral register appropriate for a business environment) **in response to the request for quotation on page 2.**

- Include the address of sender and recipient as you would do in a hardcopy letter.
- Use your own name or a fictional name as sender of the quotation.
- Select a meaningful subject.
- Write a proper 1- to 2-sentence business letter intro.
- Present the **requested information** in a clear, accurate and precise manner.
- Provide **additional information** as per instructions below.
- Include a validity statement.
- Close your letter in an appropriate way. Remember: in the closing statement you show that you are interested in doing business with the potential customer.
- Refer to the checklist for business letters (last term) as well as this term's course material to make sure you follow good business letter writing practice.

Item	Price € per unit /hr	Total price
Website design and implementation (per page)		
Copy editing (per hour)		
Designing and creating 6 videos (per video)		
Subtotal		
19% VAT		
Total amount of quotation		

Copy the table with the correct figures in your assignment file!

Additional information

- Below the table indicate the monthly fee for maintaining the website and the social media presence.
- Refer to one of the four items under "Must haves": either confirm it or apologize for not being able to provide it/meet the deadline
- Add any other information you consider important for Ms. Bean to know, e.g.
 - ✓ you are professional food photographers and can take new product photos
 - ✓ you can create the videos either from scratch or you can turn existing photos into videos.
 Be creative!

Tipp: Do some research on actual prices in Germany to make your quotation realistic!

Please

- name your file **your last name_01_graded assignment_SS2025**
- upload your assignment in a Word file (**no pdf**) on Moodle

Deadline: 16 May 2025, 8 pm

Ms Carrie Bean
Marketing Manager
Yummy Foods
Grandweg 1
59494 Soest
2 May 2025

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PixelPerformance
Alte Heerstraße 1
59494 Paradiese

Request for quotation

Dear Madam or Sir

Yummy Foods is the premier catering service in South Westphalia. We take pride in offering a broad range of delicious dishes – both well-loved standards and innovative fusion cuisine – that are to a large degree locally sourced. In addition, we place high value on outstanding service for our customers. We are acutely aware of the changing culinary and visual tastes of our target group and would therefore like to revamp our current website to reflect these changes. If you are interested in working with us, please provide a quotation for the following:

Project name: Update of the website www.yummyfoods@soest.de

The website has to contain the following 5 pages:

- Home
- About Us
- Gallery with product shots
- Services
- Contact page with embedded Google Map and contact form

Must-haves:

- Mobile-friendly design
- Standard SEO
- Social media integration (Facebook/Instagram, TikTok)
- The new website must be up and running within 4 weeks from the date of the purchase order.

What we will provide:

- Basic copy (1000 words)
- Product photos

Please provide prices for

- Website design and implementation (per page)
- Editing the provided copy in line with our corporate identity and mission (per hour)
- Designing and creating 6 videos (max 20 seconds each) to be published on Instagram and TikTok highlighting our services (per video)
- Fee for maintaining the website and the social media presence (per month)

If you have any questions or require additional information, please don't hesitate to contact me. I look forward to receiving your quote by 31 May 2025.

Sincerely

Carrie Bean
Marketing Manager
Yummy Foods